

January, 1913

Saskatoon

The title 'Saskatoon' is rendered in a large, ornate font. The letters are primarily dark brown or black, with a thick red outline. The letter 'S' is particularly prominent, featuring a blue 'S' inside a red 'S'. To the left of the 'S' is a stylized red cloud-like flourish. The word 'Saskatoon' is set against a light brown background with a red rectangular border.

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Saskatoon Board of Trade
Saskatoon,
Province of Saskatchewan,
Canada

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and authorized for
General Distribution

OUR MESSAGE

RETAILERS AND WHOLESALERS—Saskatoon offers many splendid opportunities.

MANUFACTURERS—There is nowhere a more favorable location for any industry that may be profitably operated in the West.

AGRICULTURISTS—The prosperity of our farming community furnishes a final and conclusive argument.

INVESTORS—Nowhere in Western Canada has more money been so safely and quickly made; and time has but brightened and multiplied opportunity.

Honest,
Intelligent Men :
WE NEED YOU

For all information kindly write
THE COMMISSIONER,
BOARD OF TRADE, SASKATOON, SASK.



S A S K A T O O N



S her entire career may be measured within the span of a child's life, Saskatoon possesses no history in the accepted sense. Nine years ago, there was practically nothing where she now stands—a beautiful, highly modern city of over 27,000 prosperous people. Much less than nine years ago, her name was scarcely known. To-day, it is everywhere familiar as a household word.

Then, what wrought this modern miracle? Nothing save the indomitable faith of the courageous few in those recent-remote days,—a faith which, as some potent spell, touched into active life natural advantages of very exceptional character and raised them from obscurity into intelligent daylight, so that others saw,—and seeing, profited by. That faith was as the sown seed from which many thousands of happy homes have leapt into being throughout this city and district, and from which all honest workers have here harvested the comfort and prosperity which the good God surely intended as their reasonable reward.

And, remember, all we have so far accomplished has resulted from the cultivation of but a trifling proportion of Saskatoon's vast, exclusive area of fertile agricultural lands. Consequently, our city's present position is very similar to that of a multi-millionaire who has as yet employed merely a few paltry thousands of his enormous wealth.

The high prices fetched by our bonds upon the London market will evidence the financial world's recognition of **Saskatoon Solidity**.

SASKATOON, 1903:—

A sprinkling of rude shacks dotted upon a raw prairie and housing merely 113 sanguine souls. One wretched railroad over which a most miserable mixed passenger and freight train came and went upon no schedule, but merely as convenience dictated. One tiny single-room school; no streets, no sidewalks; neither sewers nor waterworks; no light, no newspapers, no telephone,—in fact, nothing that bore the faintest semblance of simplest comfort. But, in the midst of those crude, embryonic conditions there ever dwelt a profound conviction in the future,—a future which seemed so impossibly dazzling in contrast with the drabness of things as they then were. And, yet, how humble were these hopes of yesterday in the light of today's achievement!

TO-DAY

SASKATOON, December, 1912: Population (25th Oct., 1912) 27,527.

SASKATOON HAS:—

One Impulse,—the city's best interests. No Old Inhabitants to hinder progress. An honest, far-sighted, progressive City Council. An earnest, active Board of Trade. The strongest Strategic Geographical Location in Western Canada—see any map. An

exquisite Natural Charm. A magnificent, swift river of Purest Water. Four Bridges over the river, and a fifth in prospect. Three Trunk Railways and branches thereof, giving Saskatoon Ten different operating railway outlets (to which three others will be shortly added) and enabling her over **Two Hundred Wholesalers** to control beyond competition, the Wholesale Distributing Business on 1,686 miles of operating lines (or, 263 miles greater than the distance from Winnipeg to Montreal per C.P.R.) radiating throughout over 45,000 square miles of Wholesale Distributing Territory, stretching far into Alberta, indeed to within 98 miles of Edmonton,—and embracing over 200 thriving railroad points. Thus, having sole control of an area so vast and important, it is not remarkable that **Saskatoon now has the second Largest Wholesale Distributing Business in the Three Prairie Provinces**, same being exceeded by that of Winnipeg alone. Further, Saskatoon has upwards of 70,000 square miles of Distributing Territory on goods manufactured locally,—such as flour, etc., etc.,—within which no other Western city can compete. **Saskatoon's Strategic Central Isolation**, far removed from any other large point, explains the foregoing splendid facts which any of the railway companies will confirm. On the newer lines, Saskatoon is the only city between Portage la Prairie and Edmonton, a distance of 740 miles—see any map. Saskatoon has an Industrial Life well awakened and expanding rapidly. Thirty Passenger Trains daily arriving and departing at her Three Railway Stations. Twenty-seven Mails each day received and despatched by Post Office. Highly modern Water and Sewer Systems: 33.55 miles Water Mains; 31.90 miles Sewers. The latest, best Fire Equipment procurable, including an 80 H.P., Combination Chemical

Hose and Motor Wagon, and another of 60 H.P.,—also Steamer, etc. Three Up-to-date Fire Halls and 372 Fire Hydrants. Owing to Her Unlimited Supply of Pure Water and The Excellence Of Her Fire Fighting Equipment, Saskatoon's Fire Insurance Rate is The Lowest in all Saskatchewan. Municipal Light and Power Plants :— Saskatoon's Is Now the Cheapest Steam Generated Electric Power in The Prairie Provinces. 42 Miles Cement Sidewalks; 5 miles Wooden Sidewalks. Three and a-half miles Paved Streets lit by 420 Tungsten Electric Light Standards, affording truly beautiful illumination. Twelve modern Hotels,—another under construction. Seventeen Places of Worship and other seven new Churches now being constructed at a total cost of \$844,000. Y.M.C.A., and Y.W.C.A.,—two splendid new buildings toward which the citizens of Saskatoon, within two days contributed over \$137,000,—an all-the-world record of giving for the objects in question. Saskatchewan Provincial University, Saskatchewan Provincial Agricultural College, Saskatchewan Provincial Agricultural College Farm, absorbing in all 1,333 acres, and planned for the eventual accommodation of five thousand students. \$1,250,000 expended upon buildings during past two years. Emmanuel College—the first Anglican Theological College in Saskatchewan—\$100,000 expended upon buildings during the past two seasons. Provincial Normal School, for the training of first, second, third class and high school teachers—over 100 now on roll. One of the most imposing Collegiate Institutes in Canada. Saskatoon has over 2900 scholars attending her Seven splendid Schools. Four more schools under construction at a total cost of \$583,000. Twenty new school sites purchased and as yet unoccupied. Up-to-date Business College.

Municipally owned and operated Street Car System about eleven miles now running. Municipally owned and operated City Hospital,—the first in the West; the second in the Dominion. New \$500,000 building to be erected in Spring. St. Paul's Hospital,—splendid new building now nearing completion. Fourteen City Parks embracing over 400 acres and including ten acres City Nursery. Sixteen Chartered Banks, representing a total actual capital of \$132,719,232. Four Trust Companies. Three high-class Daily Newspapers; Three high-class Weeklies. Three Express Companies; Three Telegraph Companies. Automatic Telephone—first installed in Canada. Long Distance Telephone—connections in all directions. City Market. Court House. Land Titles Office controlling magnificent district. Masonic Temple. I.O.O.F. Temple. Two Opera Houses; Twelve Amusement Halls. Three Departmental Stores—two of them the largest of their kind west of Winnipeg. R.N.W. Mounted Police Post. Headquarters 28th Light Horse—four Squadrons. Headquarters 105th Saskatoon Fusiliers—8 companies. Over twenty Fraternal Societies. City Club—one of the finest and best appointed in Western Canada. Country Club. A Home Re-union Association which advances passages from the British Isles to Saskatoon, to wives and children of respectable Old Country men who are already in this city. The Most Picturesque Fair Grounds in the West. The earliest, fastest Race Track in Western Canada. Four Good Bands. Two Good Orchestras. Philharmonic Society—winner of the highest Provincial honours. Dramatic Society. Amateur Operatic Society. Automobile Club—over six hundred Autos in city. Gun Club, Rifle Club. Golf Club, etc., etc.

Saskatoon has the Brightest, Happiest Social Life to be found anywhere; Saskatoon for Sociability and for Cultured, Kind-Hearted People.

At this point, the following statistics may be interestingly employed for the purpose of tracing, in annual leaps and bounds, our City's progress toward present prosperous substantiality:

POPULATION

1903 113	1906 3,011	1911 25th Oct., 18,096	1912 25th Oct., 27,527
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BUILDING STATISTICS

1907 \$377,211	1908 \$115,625	1909 \$1,002,055	1910 \$2,817,771	1911 \$5,028,366	1912 \$7,640,530
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CITY ASSESSMENT

1906 \$2,517,145	1907 \$6,621,337	1908 \$7,450,135	1909 \$8,156,357	1910 \$10,748,639	1911 \$23,392,528	1912 \$39,867,335
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SCHOOL ATTENDANCE

1906 296	1907 364	1908 651	1909 1,113	1911 2,077	1912 30th Nov., 2,956
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POSTAL REVENUE

1905-6 \$9,985	1909-10 \$37,204	1910-11 \$58,376	1911-12 \$86,876	Increase in Six Years 770%
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INCREASE 1911-12 \$28,500 or 48.6 per cent.

CUSTOMS

				Increase	Increase in Six Years
1905-6	1909-10	1910-11	1911-12	1911-12	5019%
\$15,215	\$122,168	\$346,647	\$777,558	124%	

The foregoing Postal and Customs statistics display a record of progress and development that has never yet been approached either within the British Empire, or throughout the entire world.

BANK CLEARINGS

	1911	1912	
January.....	\$3,321,645	\$7,010,084	
February.....	3,509,684	7,028,056	
March.....	3,853,317	8,403,431	
April.....	3,729,268	9,307,095	
May.....	4,746,743	10,598,108	
June.....	4,678,342	8,958,087	
July.....	5,086,121	9,018,003	
August.....	5,401,743	9,122,020	
September.....	5,456,902	9,643,007	
October.....	6,561,005	11,430,785	
November.....	9,059,092	13,238,717	
December.....	8,687,086	12,141,084	
	\$64,090,948	\$115,898,477	Increase 80.83%.

TO LOCATE SASKATOON, MERELY PLACE FINGER UPON THE CENTRE OF ANY MAP OF WESTERN CANADA,—just where all the railways meet. Note City's Strategic Isolation, far from any other large point.

The Wheat and Oats which took the Championships against all-the-world competition at the great 1911 National Corn Fair, Columbus, Ohio, U.S.A., were both grown in Saskatoon's Magnificent District!

Sir Thomas Shaughnessy's \$1000 prize offered at the Great Land Show, New York, November 1911, for the world's best wheat exhibit was won by Mr. Seager Wheeler, of Rosnern, in Saskatoon District.

APRIL 8th to 12th, 1912.

Within FOUR AND A HALF DAYS the Citizens of Saskatoon subscribed ONE MILLION DOLLARS (\$1,000,000) toward their INDUSTRIAL LEAGUE, organized to encourage the location of suitable Manufacturing Concerns, to which end the City of Saskatoon is also prepared to grant generous concessions.

Better come and see Saskatoon. WHAT DO YOU THINK?



CITY YARDS OF CANADIAN NORTHERN RAILWAY COMPANY
Note enormous quantity of freight.



SASKATOON, DECEMBER, 1903
A Sprinkling of Shacks and 113 Hopeful Souls.



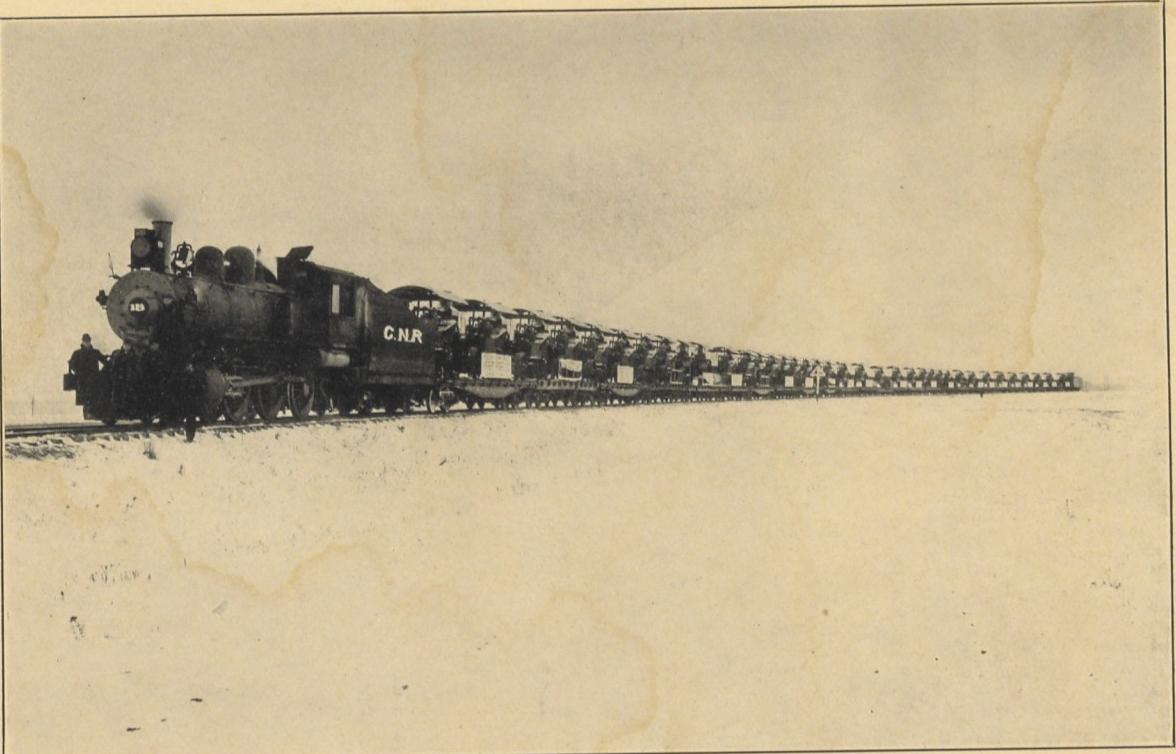
TWENTY-FIRST STREET, LOOKING WEST TOWARDS C.N.R. DEPOT
All this was Prairie but Six Years ago.



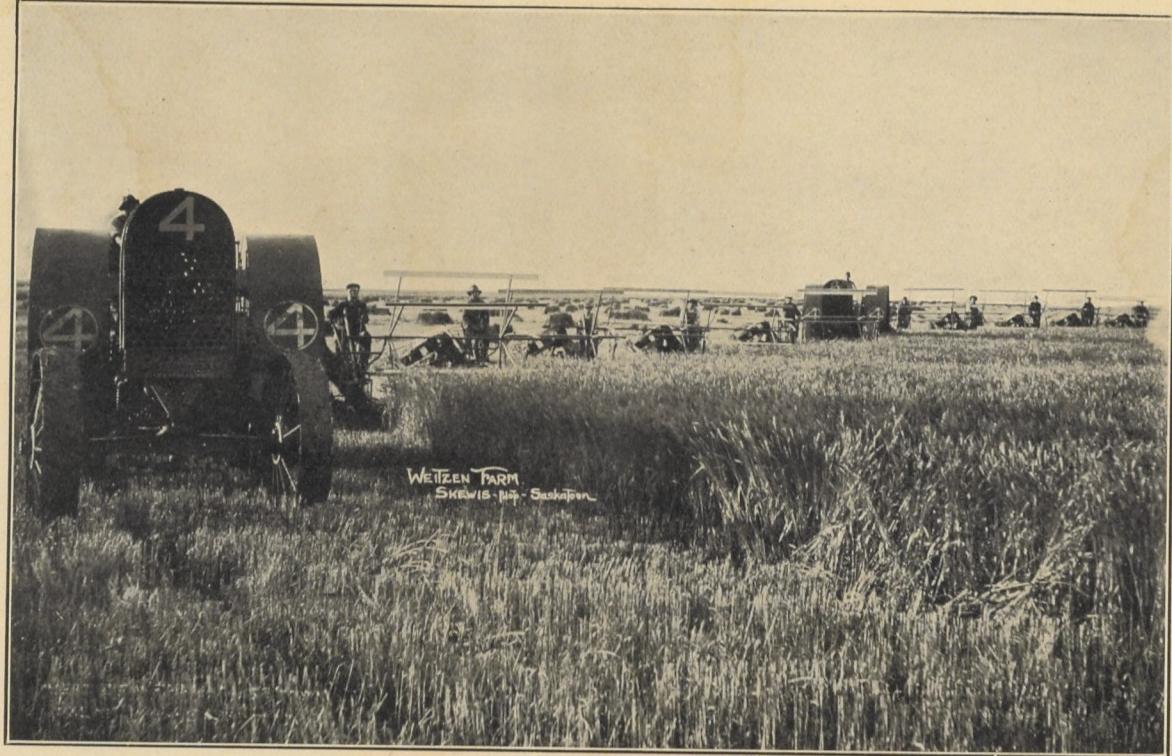
SECOND AVENUE, LOOKING NORTH FROM TWENTIETH STREET
Saskatoon's leading business thoroughfare.



SECOND AVENUE LOOKING NORTH FROM TWENTY-SECOND STREET
Daily Phoenix Office on right of picture, Bank of Montreal on left. The other buildings indicate
marvellous development of past two years.



AN ENTIRE TRAIN LOAD OF GAS TRACTORS, ALL FOR SASKATOON
Nearly one thousand of these modern farm horses sold to our progressive farmers during 1912.



WEITZEN FARM
SKEMIS - NEP - Saskatchewan

BIG SCALE FARMING, SASKATOON DISTRICT
Each engine hauling five 8 foot Binders, and cutting a forty foot swath. Note Magnificent Wheat



SASKATCHEWAN CRESCENT, IDYLWYLD—A TWO-YEAR-OLD RESIDENTIAL SECTION
Note cement sidewalks and street—also boulevarding.



A PICTURESQUE GLIMPSE FROM EAST SHORE OF SOUTH SASKATCHEWAN RIVER—

C.P.R. BRIDGE IN DISTANCE

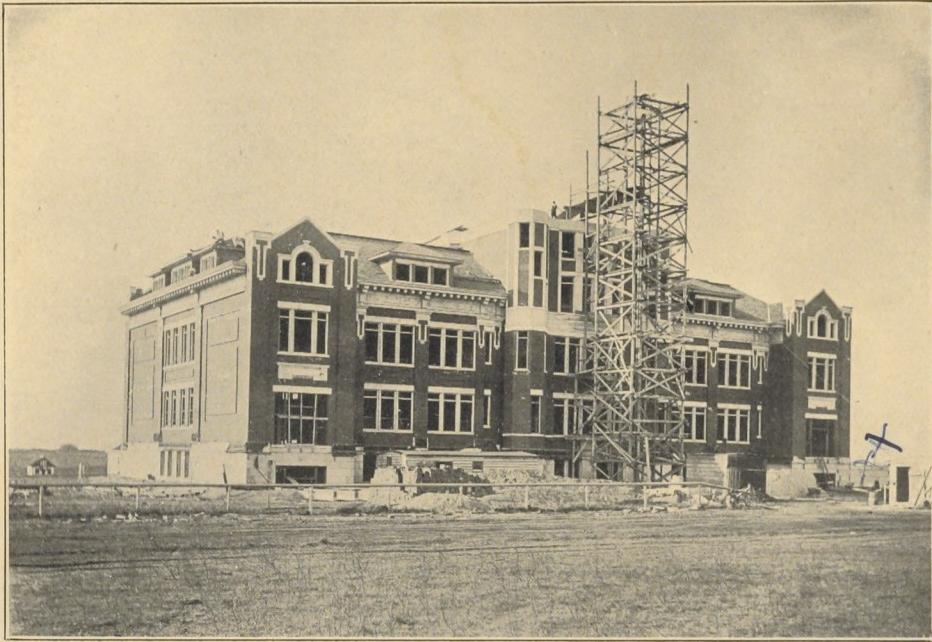
One of Saskatoon's innumerable beauty spots.



TWENTIETH STREET, WEST
A commercial centre of swiftly expanding importance.



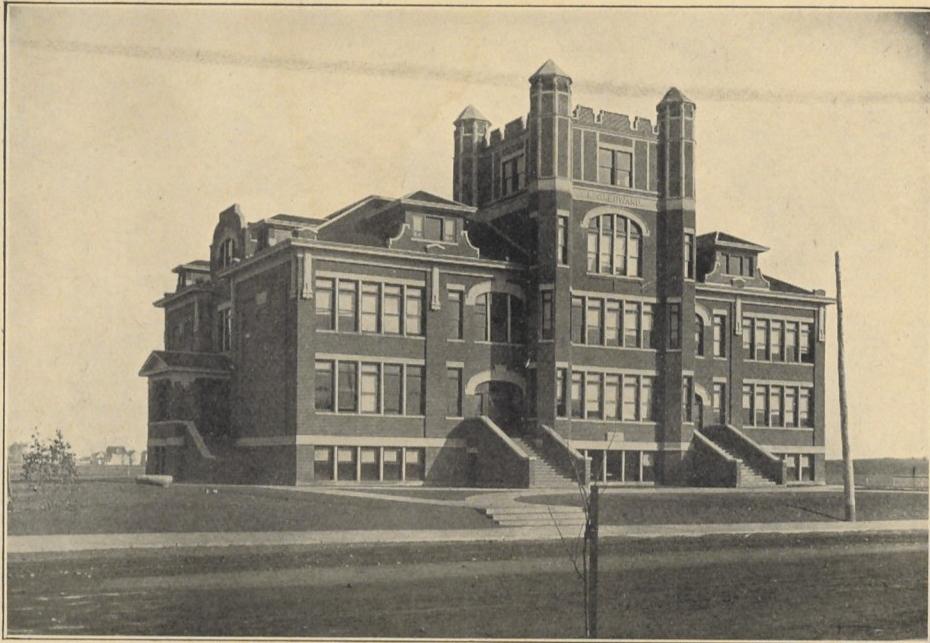
THE LITTLE SCHOOL WHICH, SEVEN YEARS AGO, SUFFICED FOR SASKATOON
This relic of the recent past was lately removed to our University grounds. Over 2,900 scholars now attending our seven splendid schools.



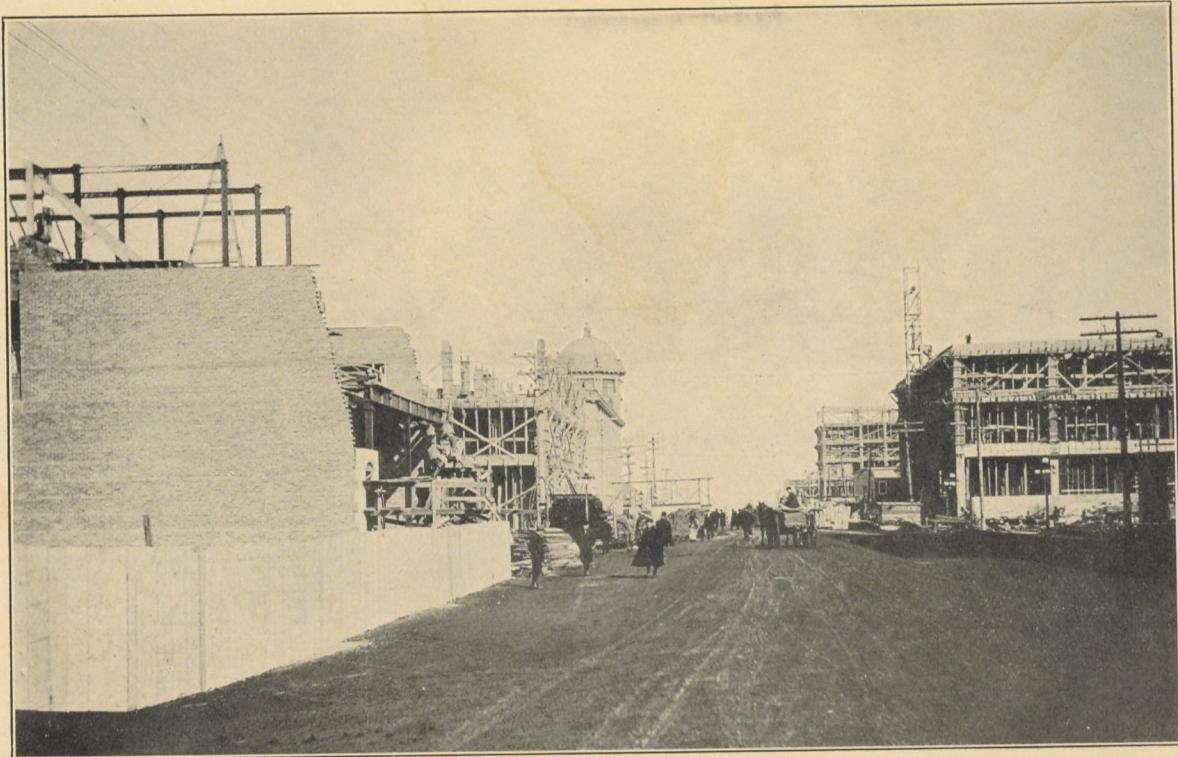
THE TYPE OF SCHOOL NOW REQUIRED FOR OUR OVER 2,900 SCHOLARS.

We have SEVEN such schools, and one of the most imposing Collegiate Institutes in Canada. Four other Schools at present under construction at a total cost of \$583,000.

This is all finished, and is a grand school, it is
where the boys go. ~~where we live where the cross is~~

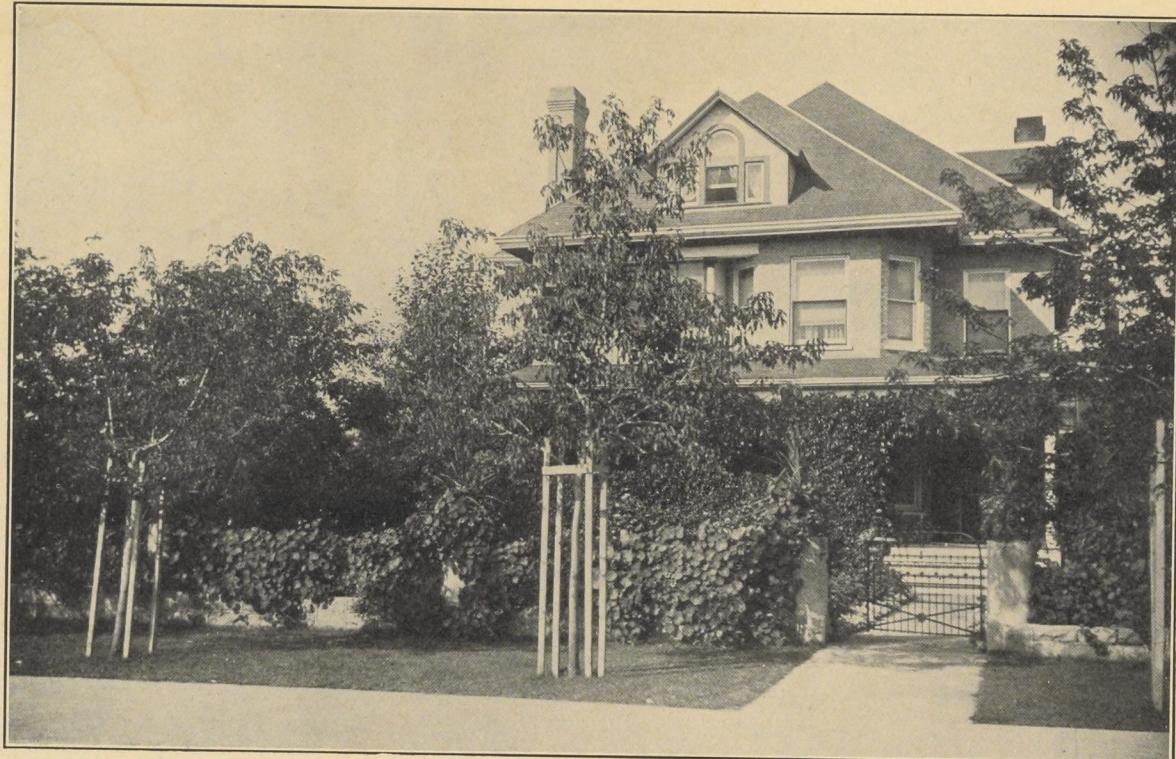


ANOTHER OF OUR SEVEN SPLENDID SCHOOLS WHICH PROVIDE THE VERY BEST INSTRUCTION FOR OVER
2,900 SASKATOON SCHOOL CHILDREN

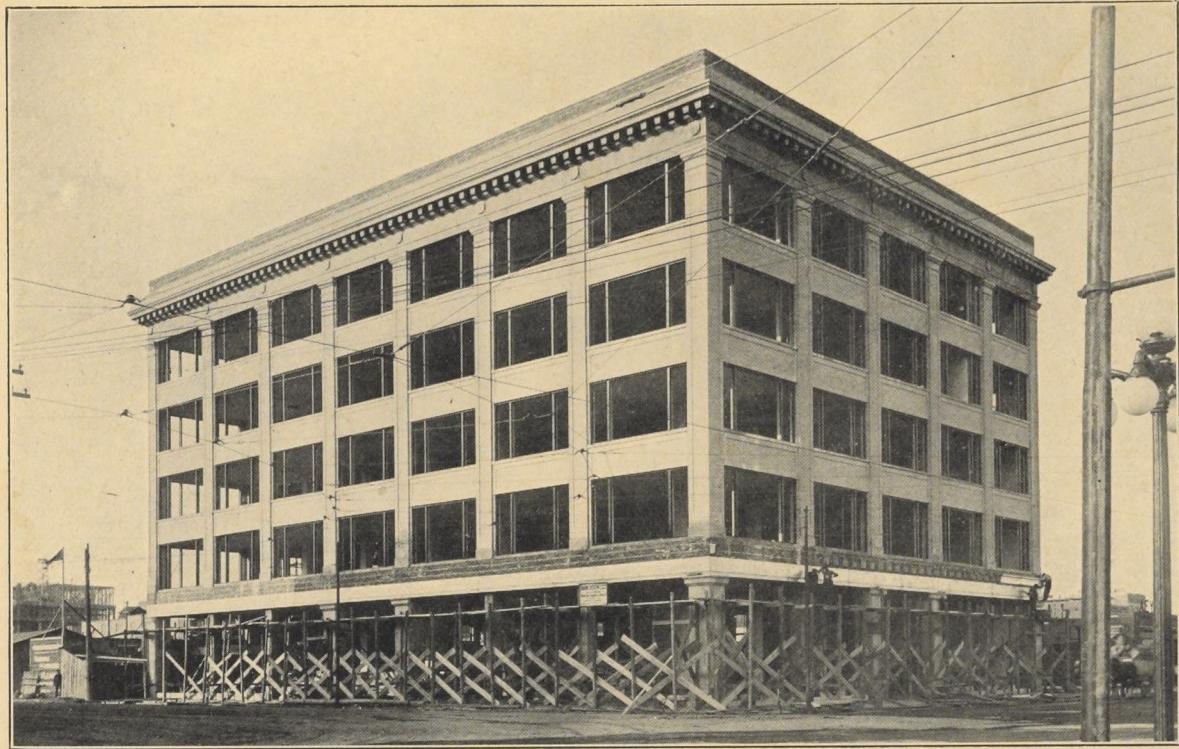


THIRD AVENUE, LOOKING NORTH FROM TWENTIETH STREET

A very remarkable picture of probably the greatest development ever seen at one time on any one street in Canada.



HOME OF M. ISBISTER, ESQ., PRESIDENT, ASSOCIATED BOARD OF TRADE OF WESTERN CANADA; ALSO OF SASKATOON BOARD OF TRADE

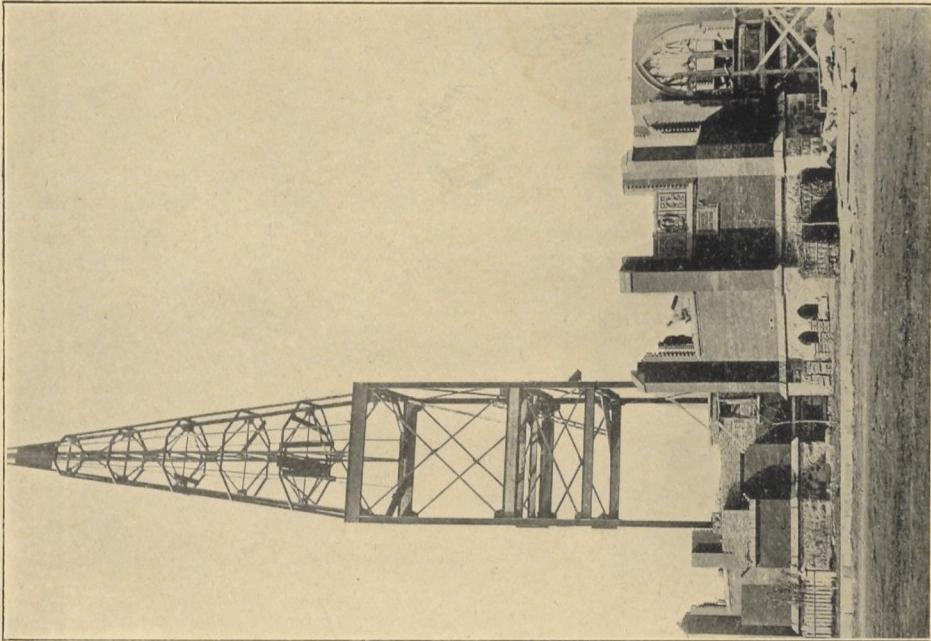


THE NEW HOME OF J. F. CAIRNS' DEPARTMENTAL STORE, NOW ALMOST COMPLETED
There are no better shopping facilities than Saskatoon's. Here you may buy anything to be bought anywhere.

*This store was opened²³ the first of the year. It certainly
is a beautiful store*



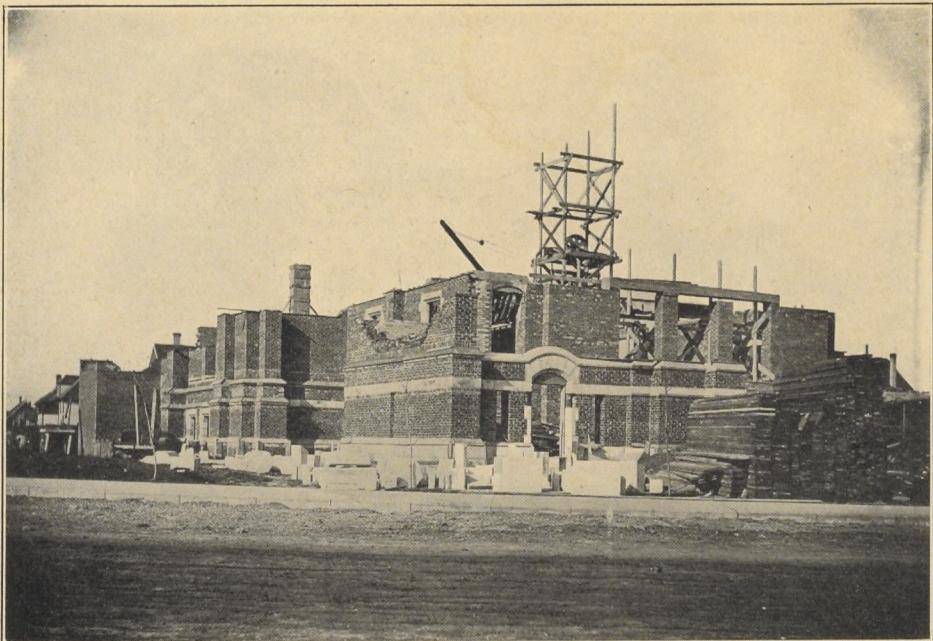
GLIMPSE OF SOUTHERN PORTION OF CITY



ST. JOHN'S ANGLICAN CHURCH
Saskatoon now has seventeen places of worship. Seven new Churches at present under construction at a total cost of \$844,000.



FOR US, PIONEERING IS OVER
We now live in beautiful homes equipped with every modern comfort and convenience.

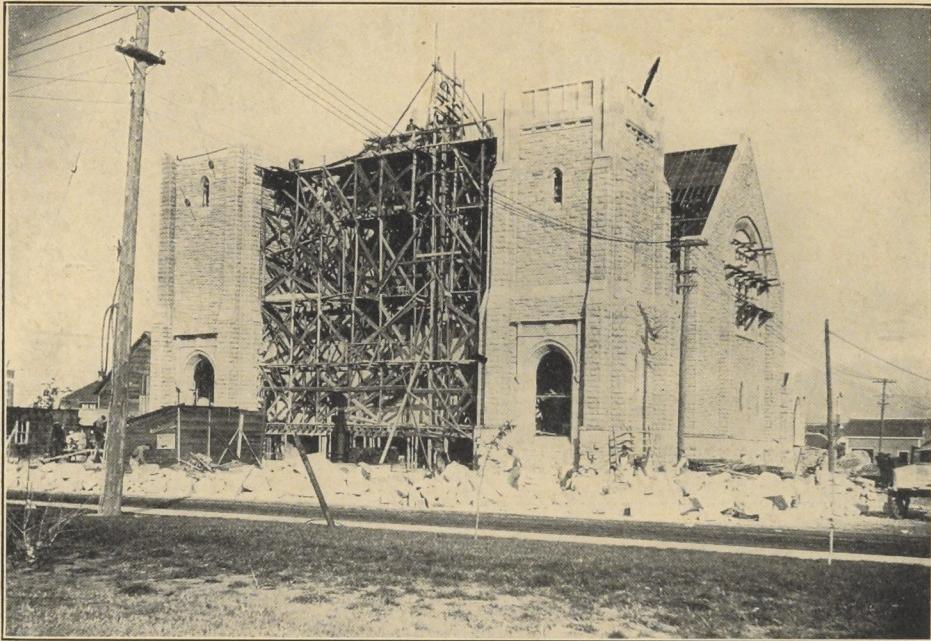


KNOX PRESBYTERIAN CHURCH
Another of the seven new ones that are costing \$844,000 in all.

this is finished



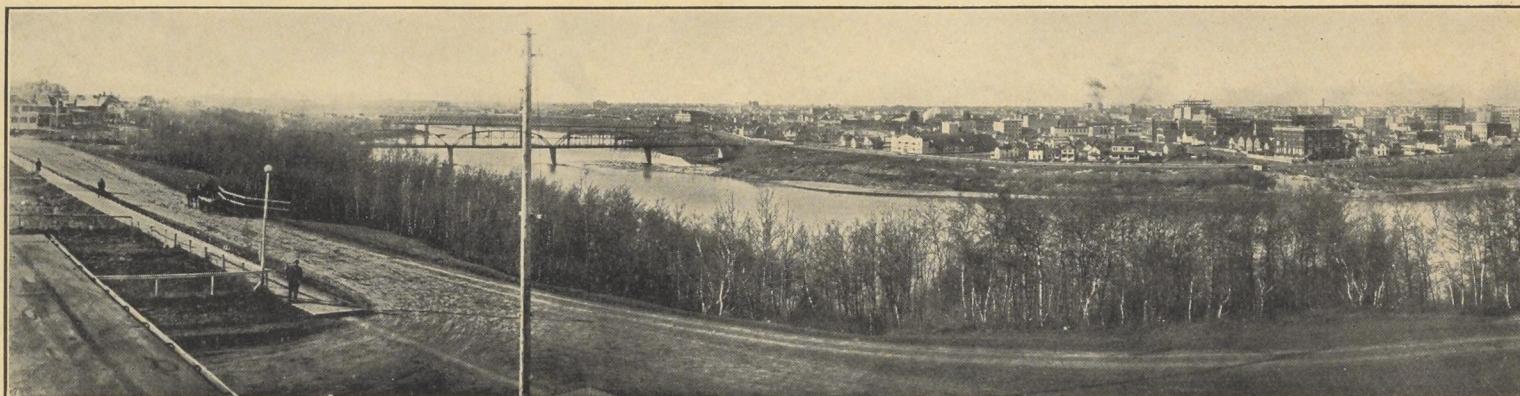
COMMERCIAL FARMING, SASKATOON DISTRICT
Shifting the gear. Note the movable bunkhouses and kitchen. Also field granaries.



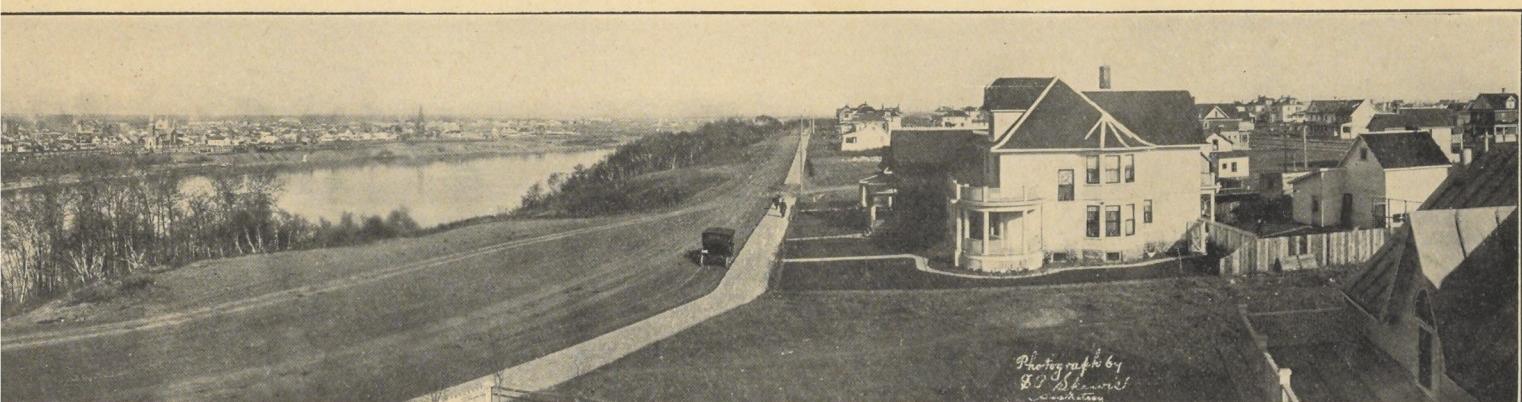
METHODIST CHURCH

Another of the seven new places of worship.

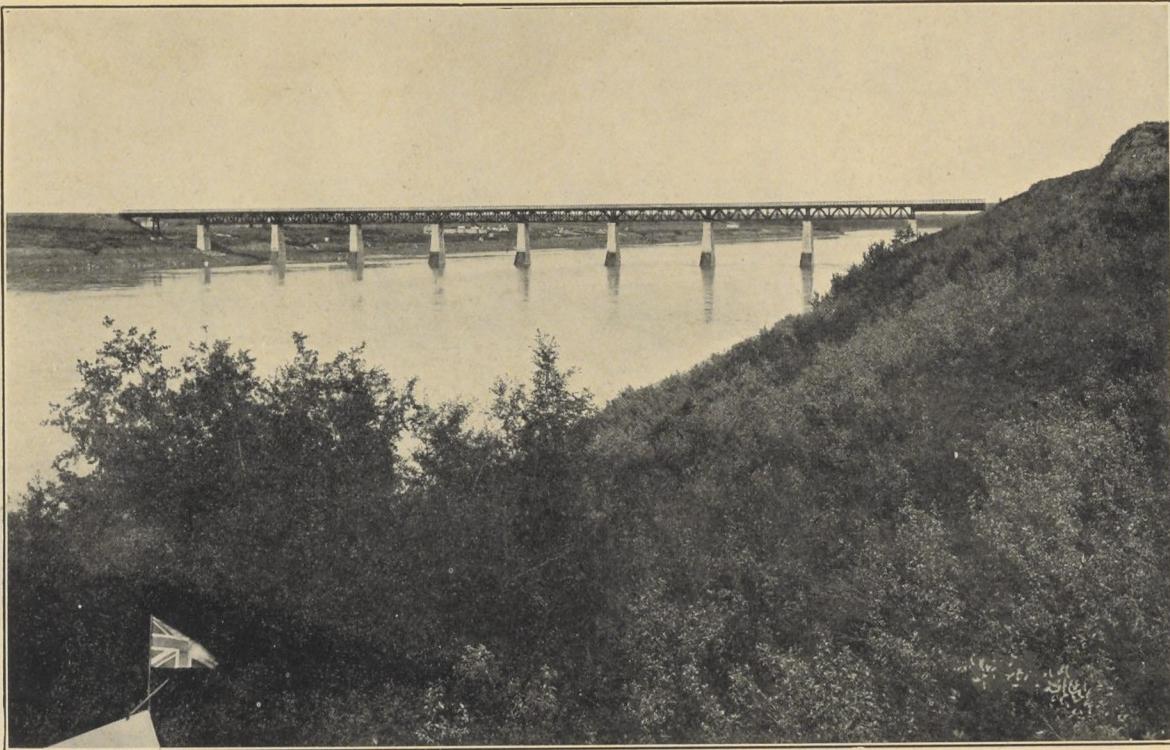
This is to be opened Sunday night
29



SASKATOON, SUMMER, 1912



A PANORAMIC IMPRESSION



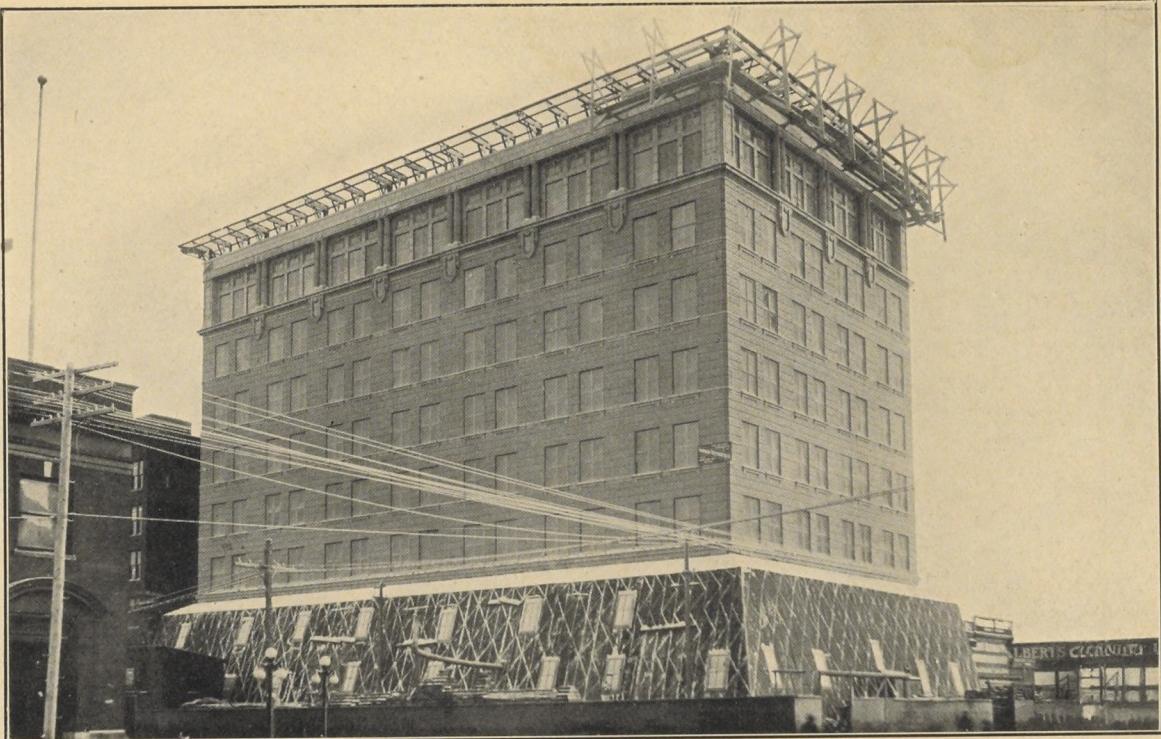
BRIDGE OF CANADIAN PACIFIC RAILWAY—LENGTH 1,300 FEET
Saskatoon has four bridges, and a fifth in prospect. Three of the four were building at the one time—a significant fact.



FIVE OF SASKATOON'S SIXTEEN BANKS
Which represent a total actual capital of \$132,719,232.

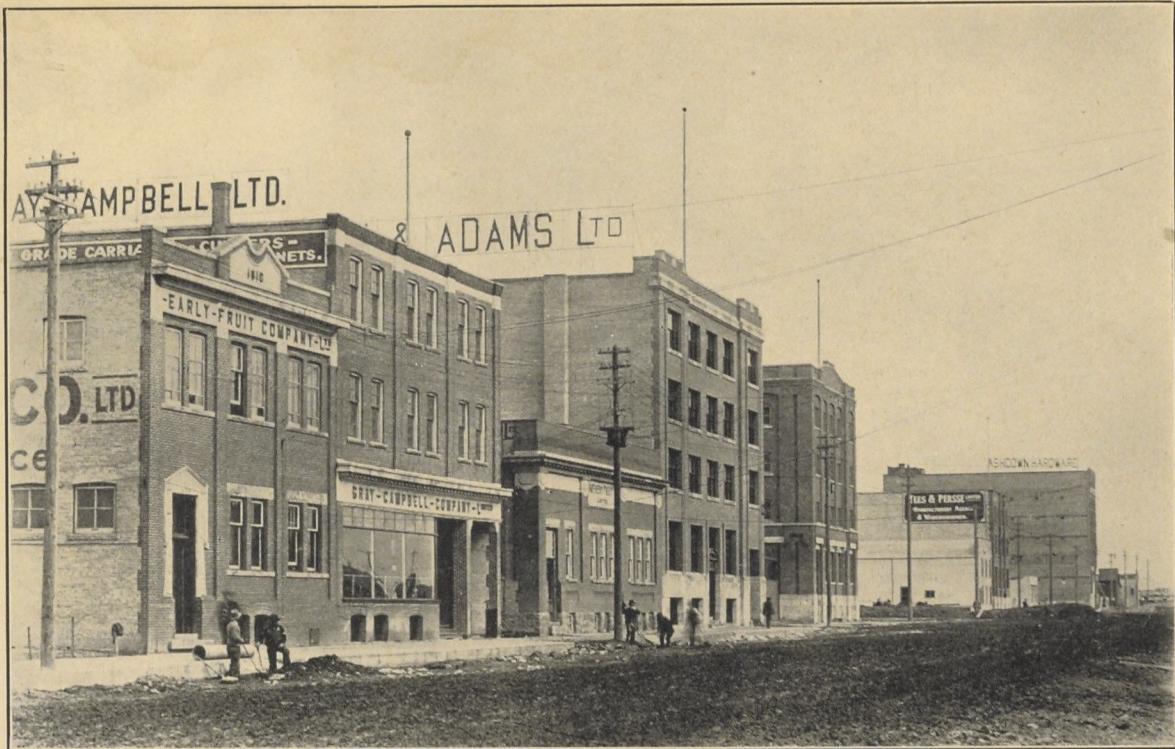


TWENTIETH STREET, LOOKING EAST FROM FIRST AVENUE
The three large buildings are hotels. We have twelve such first-class houses.



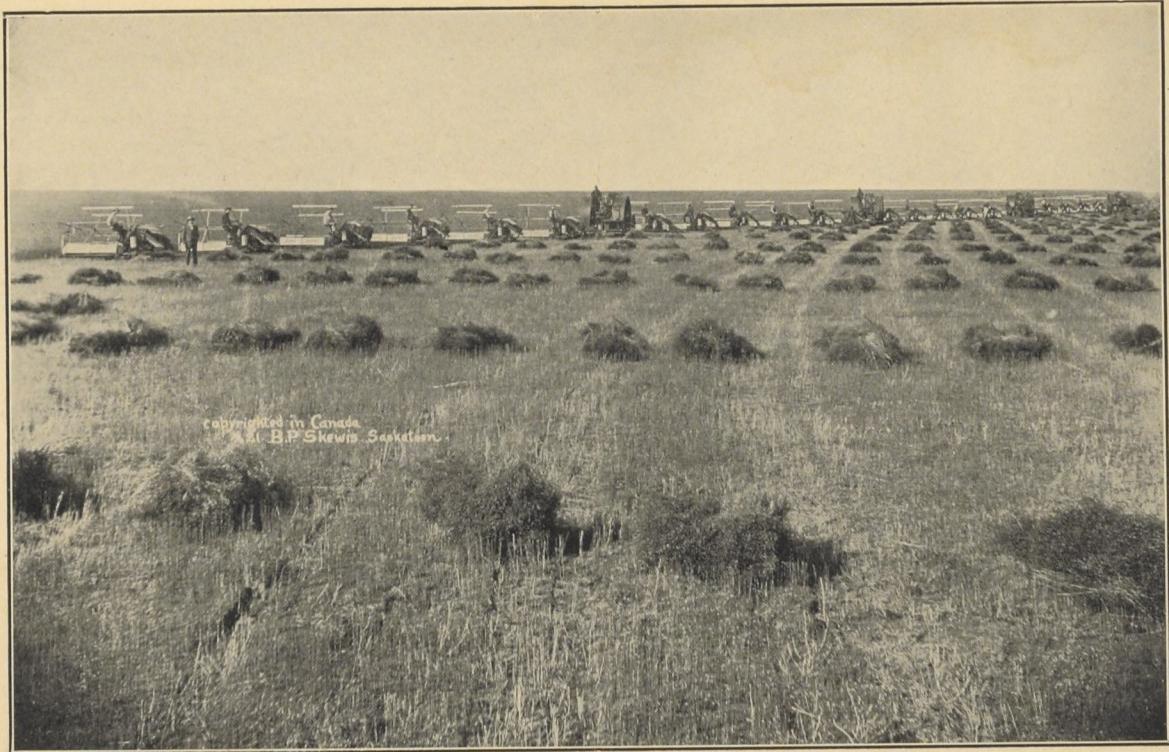
CANADA BUILDING—MR. A. BOWERMAN'S
One of the finest blocks in Western Canada.

This is a wonderful building
steel structure



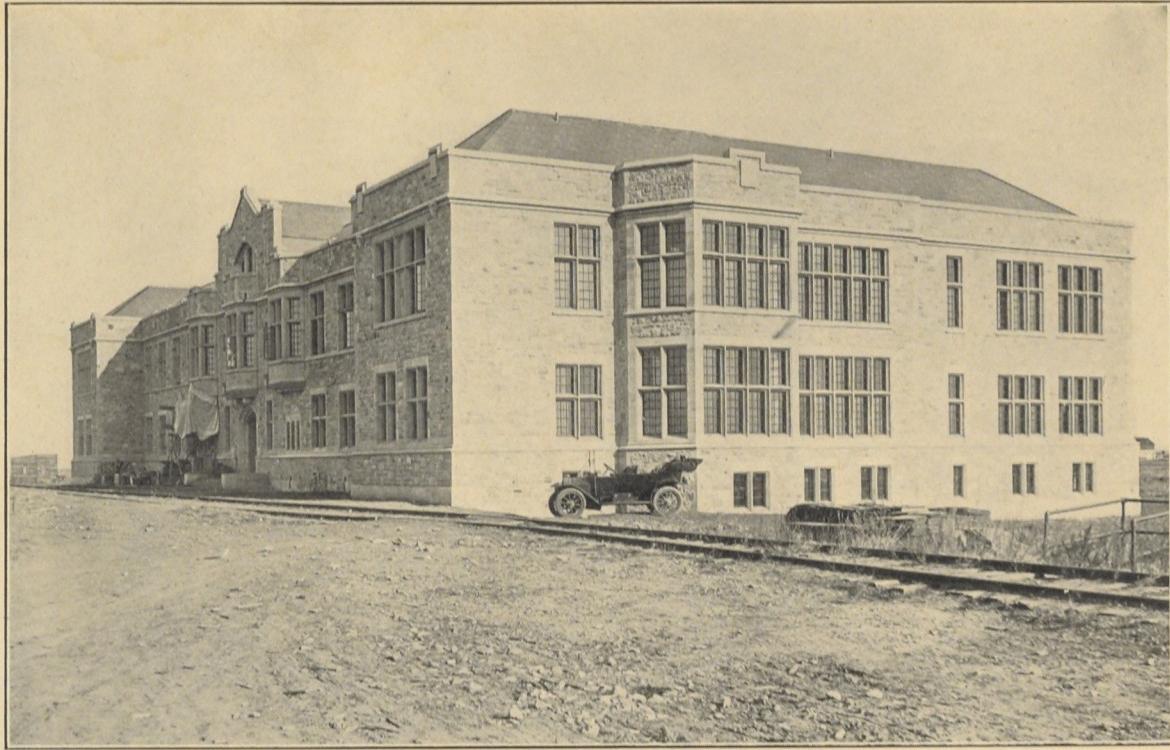
A CORNER OF WHOLESALE SECTION

Saskatoon has over 200 wholesalers, and is now doing the second-largest Distributing business in the three Prairie Provinces, being exceeded by Winnipeg alone.



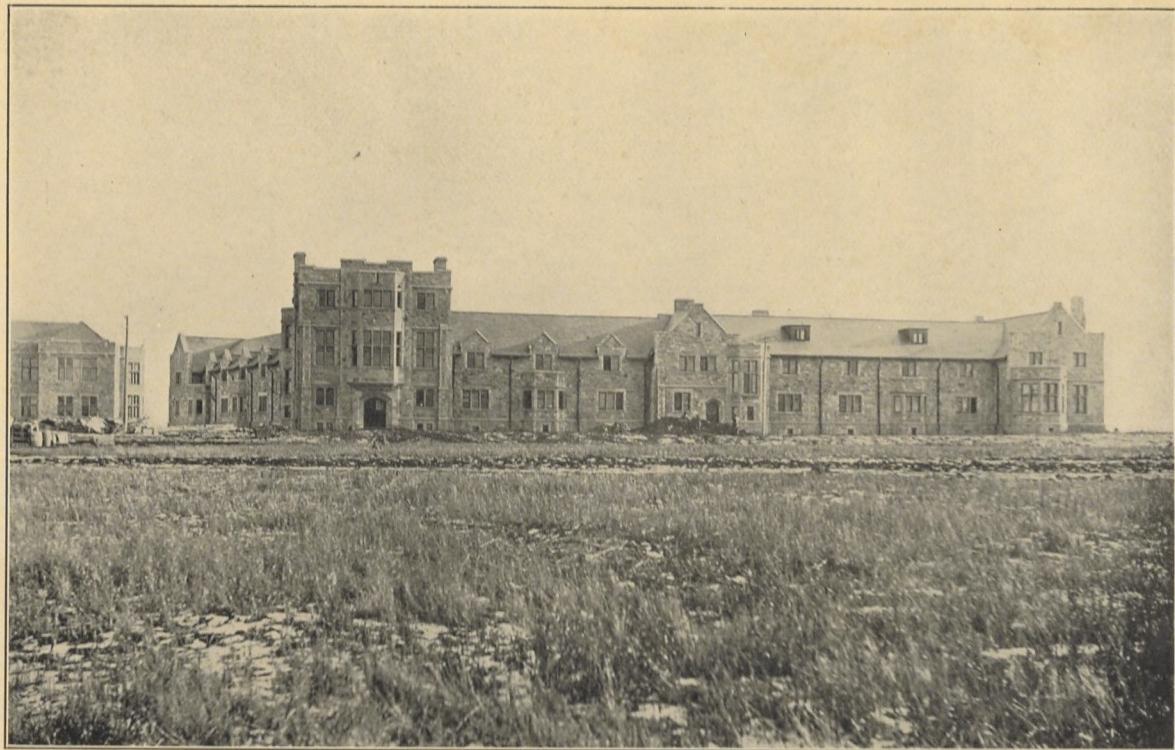
BIG SCALE FARMING

A Sea of Flax near Saskatoon. Four gasoline engines each hauling six 8-foot binders, cutting in all a 192 foot swath, and tirelessly doing the work of ninety-six horses.

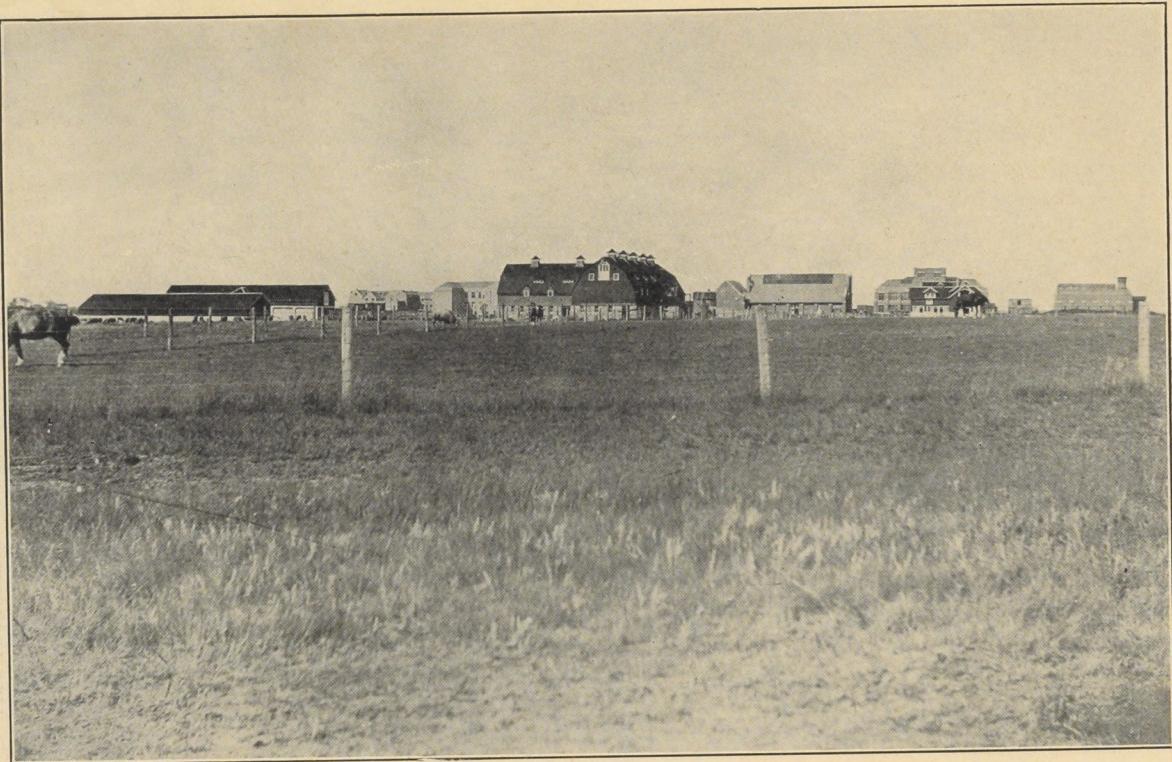


THE COLLEGE, SASKATCHEWAN PROVINCIAL UNIVERSITY, SASKATOON

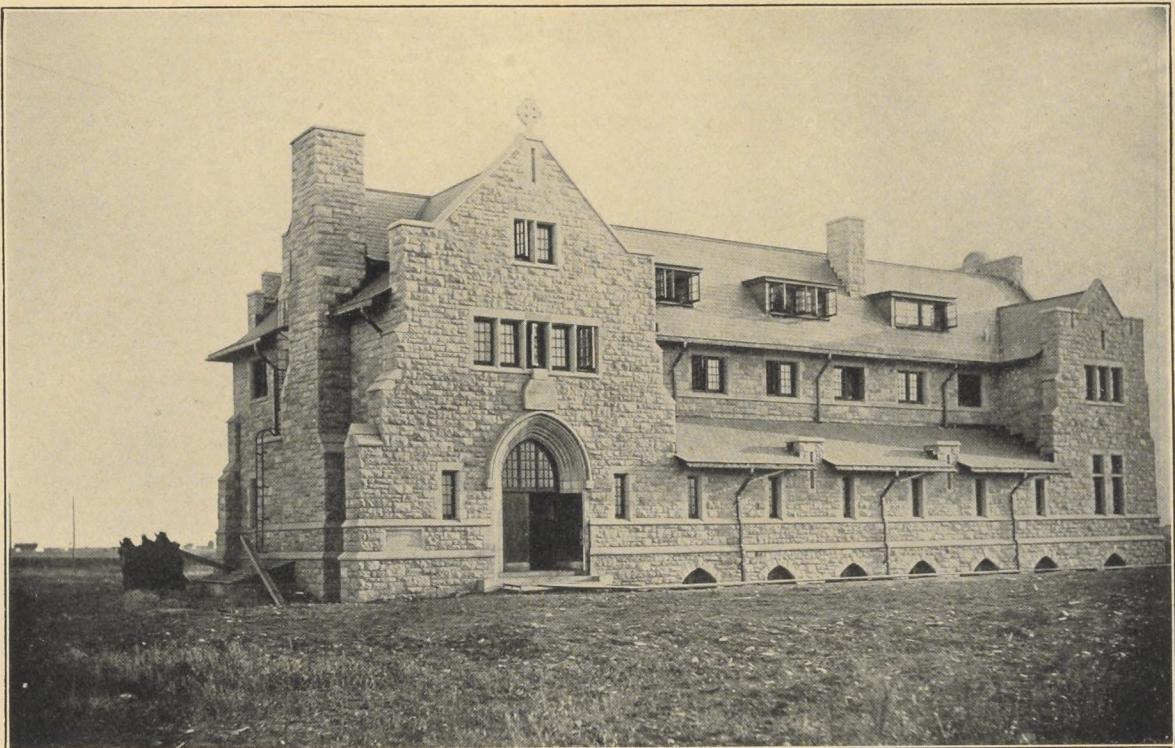
One of the many stately buildings upon which \$1,250,000 have been expended during the past two years. Saskatoon is also the seat of the Provincial Agricultural College and College Farm, 1,333 acres absorbed in all.



STUDENTS' HALL, SASKATCHEWAN PROVINCIAL UNIVERSITY, SASKATOON
The University and Agricultural College are planned for the eventual accommodation of five thousand students.



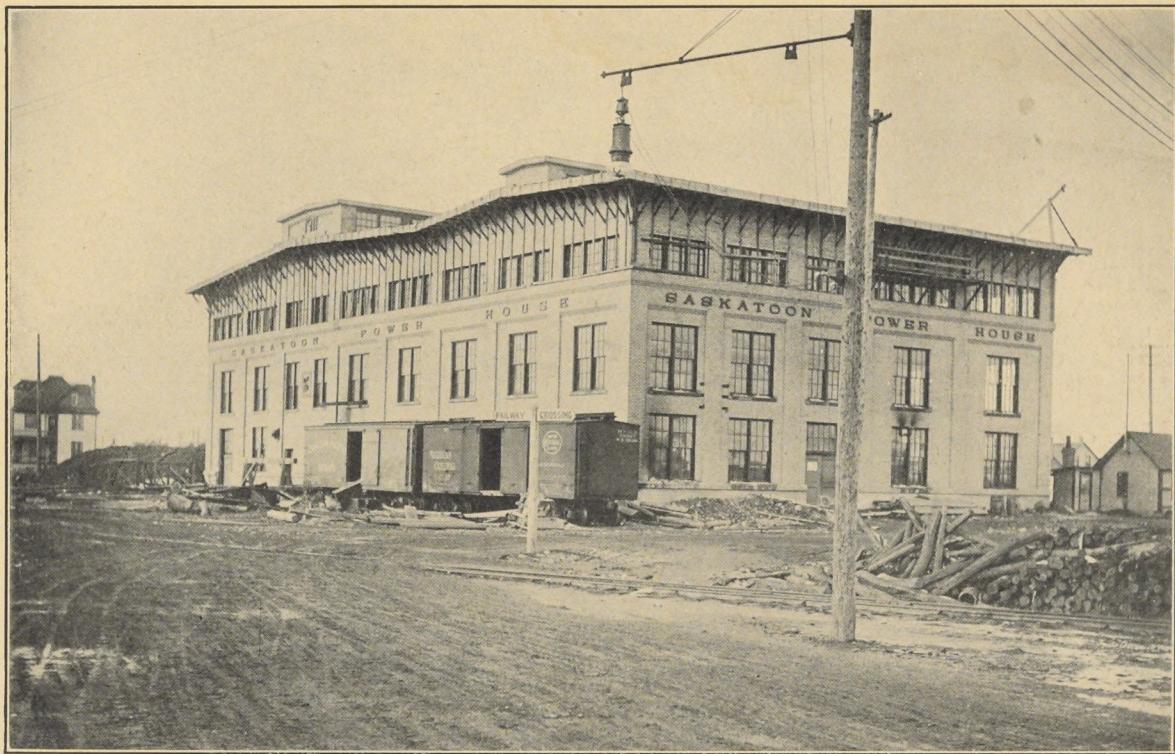
FARM BUILDINGS, SASKATCHEWAN PROVINCIAL AGRICULTURAL COLLEGE
Probably the finest of their kind in the Dominion.



EMMANUEL ANGLICAN COLLEGE
The first Anglican Theological College in Saskatchewan.

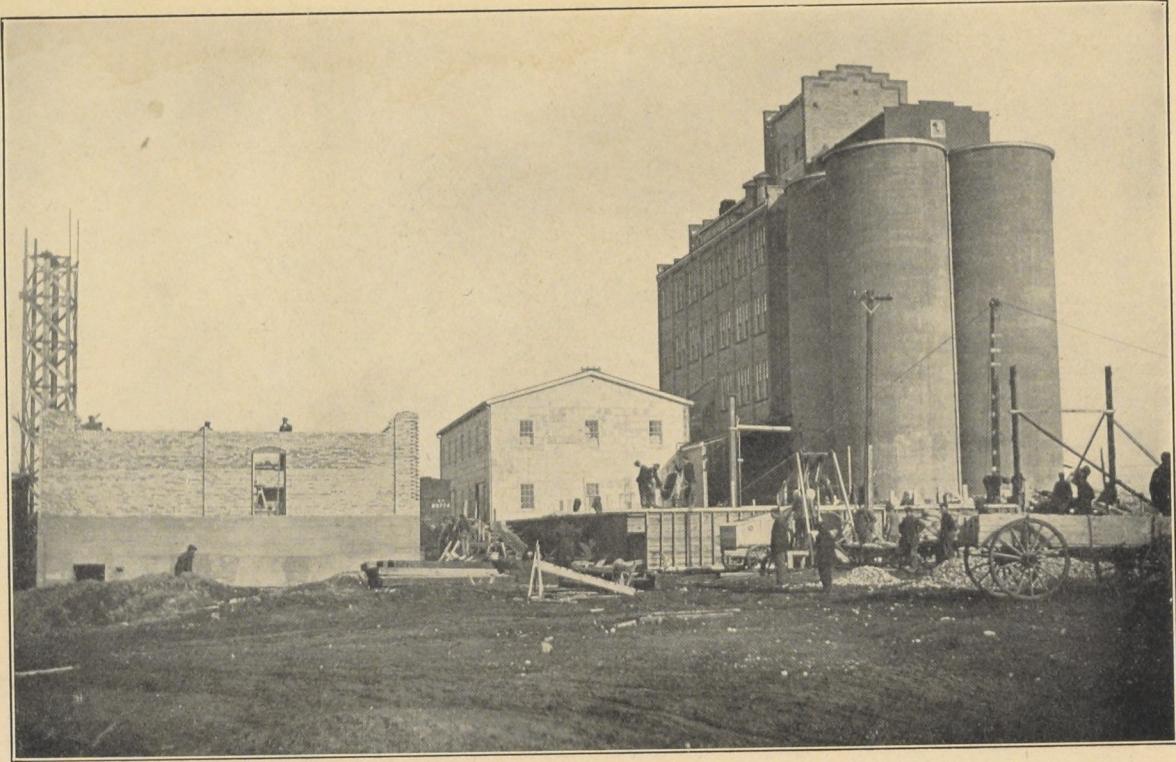


SPADINA CRESCENT
A charming residential section, fronting upon the river.



SASKATOON'S NEW POWER HOUSE

The highly modern equipment of which enables the production of the Cheapest Steam Generated Power in the Prairie Provinces.



On 8th August, 1912, the Quaker Oats Company of Chicago, decided to locate their sole Western plant at Saskatoon. This, after long expert investigation of our city's recommendations in comparison with those of all other important Western points.

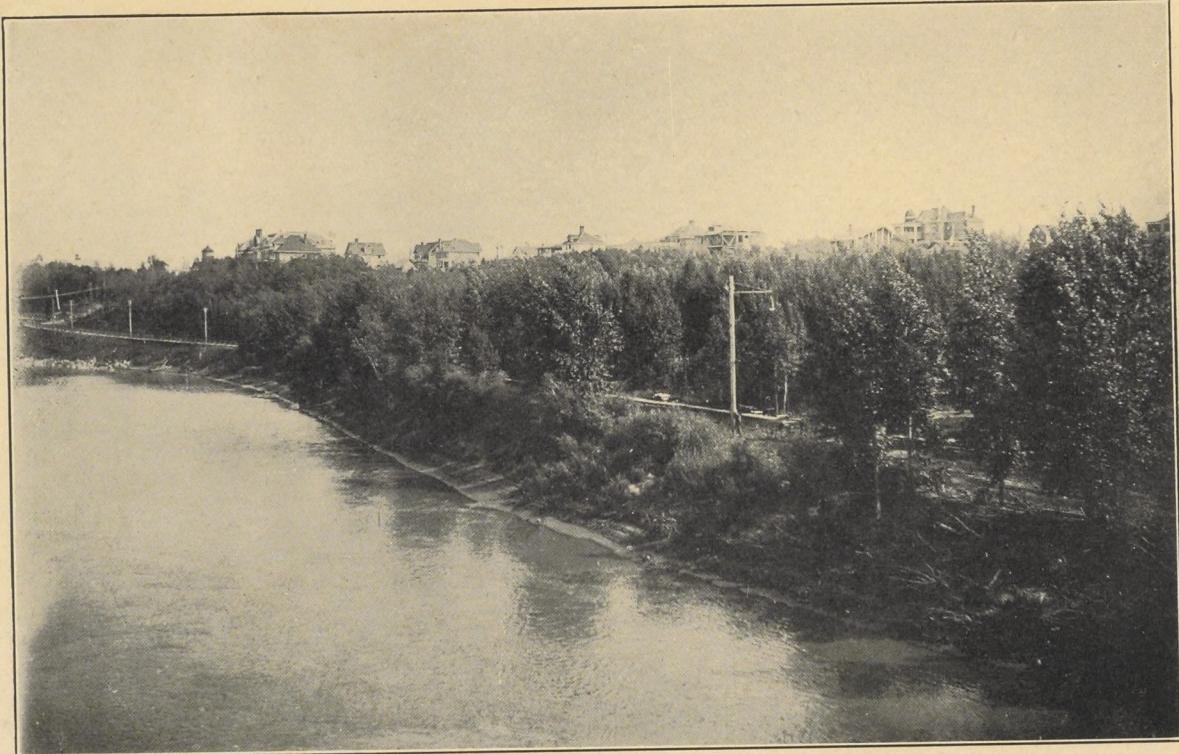
The inference is obvious.

This is where you has been working

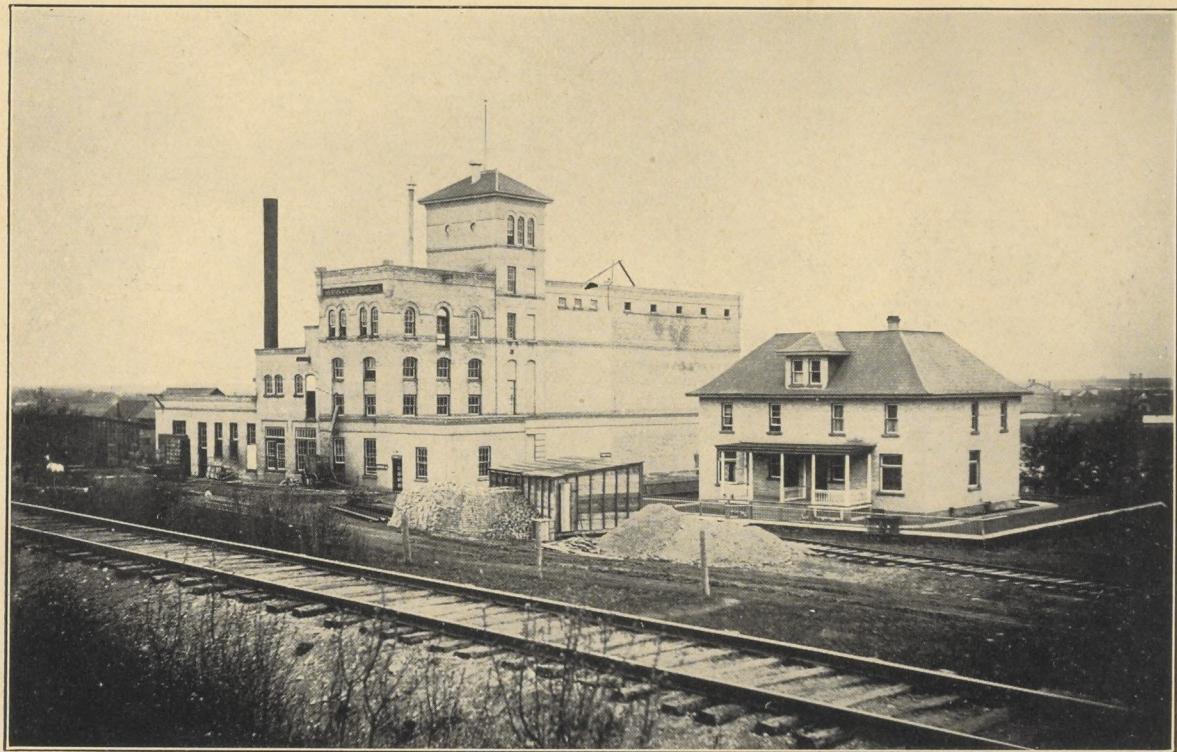


CITY HOSPITAL

The first Municipally Owned and operated hospital in Western Canada, the second in the Dominion. New \$500,000 building going up in Spring.



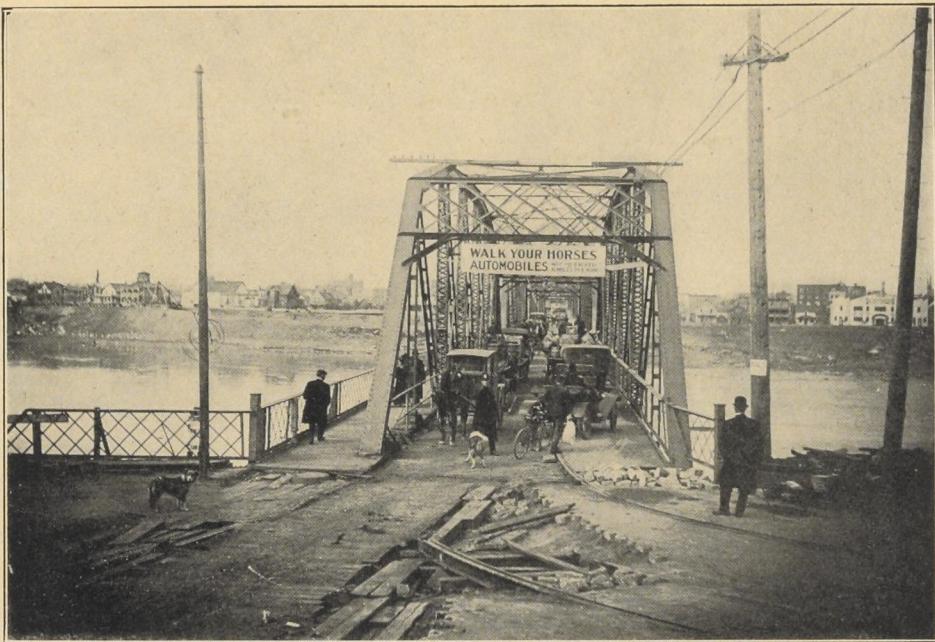
A DELIGHTFUL SPOT—RIVER DRIVE, EAST SIDE



Saskatoon's Unlimited Supply of Purest Water enables our Brewery to produce a beer second in quality to no other.



KING GEORGE HOTEL
One of our twelve first class houses



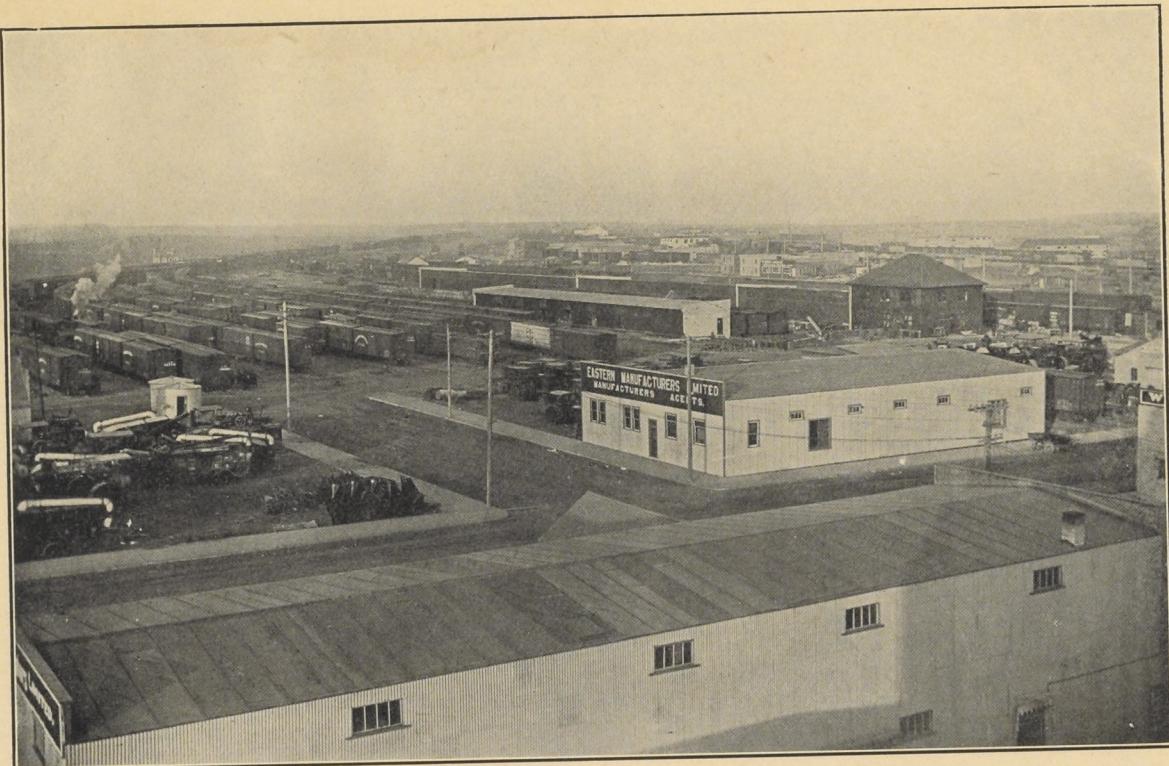
THE TRAFFIC BRIDGE
Another of our four. Note the traffic.



FIRST AVENUE, LOOKING NORTH FROM SOUTH OF TWENTIETH STREET
An important centre of business.



ST. PAUL'S HOSPITAL
Showing splendid new building now under construction



A CORNER OF CANADIAN PACIFIC RAILWAY COMPANY'S CITY YARDS
Capacity of freight sheds, tracks and other facilities were recently trebled to meet enormously increasing business.



R. W. CASWELL'S SASKATOON SHORTHORNS

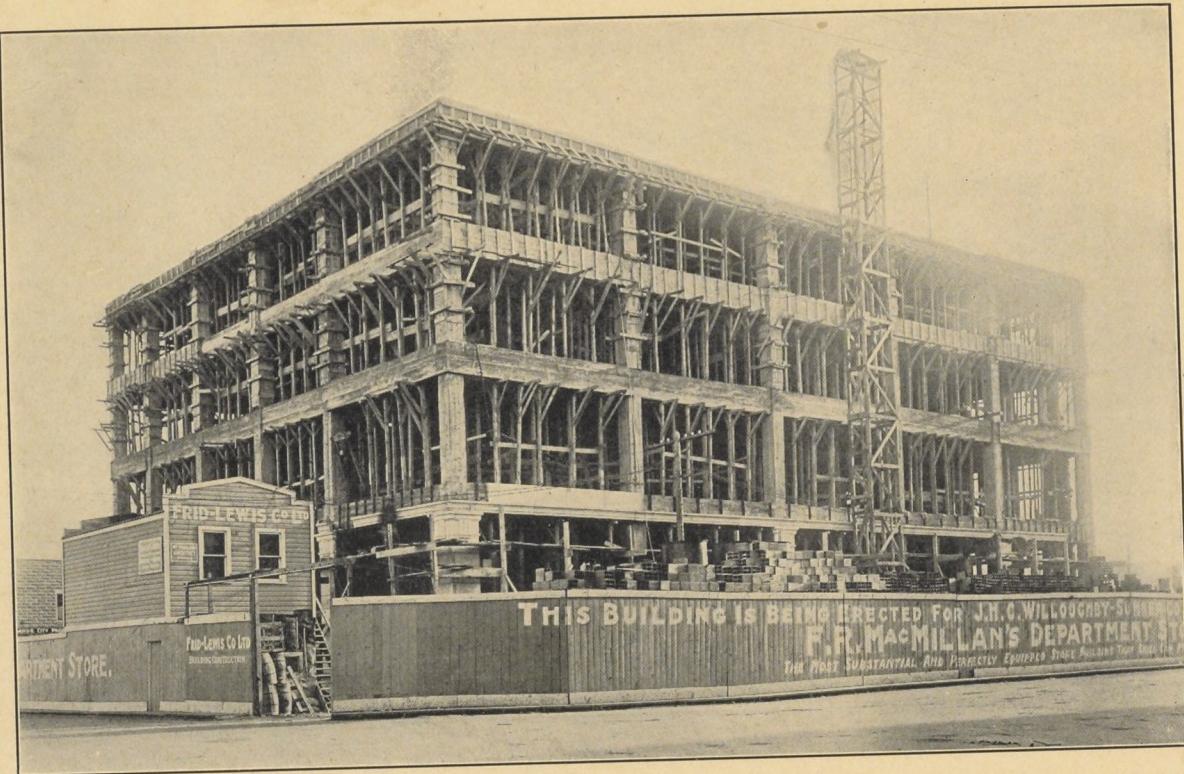
Which at 1912 Toronto Exhibition, won every Championship in the Shorthorn classes—an unprecedented feat at that world-famed show



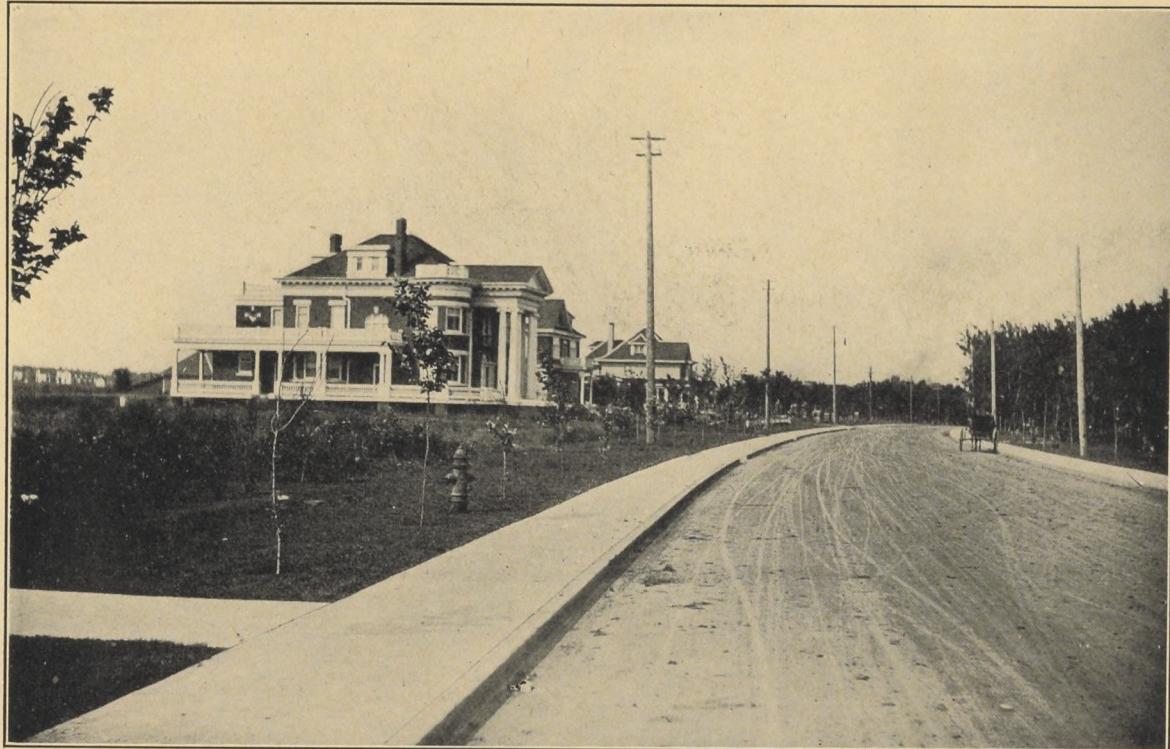
ONE OF SASKATOON'S FLOURISHING INDUSTRIES



ONE OF OUR POPULAR RESIDENTIAL SECTIONS
St. Paul's Church in background



F. R. MACMILLAN COMPANY'S NEW DEPARTMENTAL STORE,—OTHER TWO STORIES BEING ADDED.
The needs of our community are well provided for.

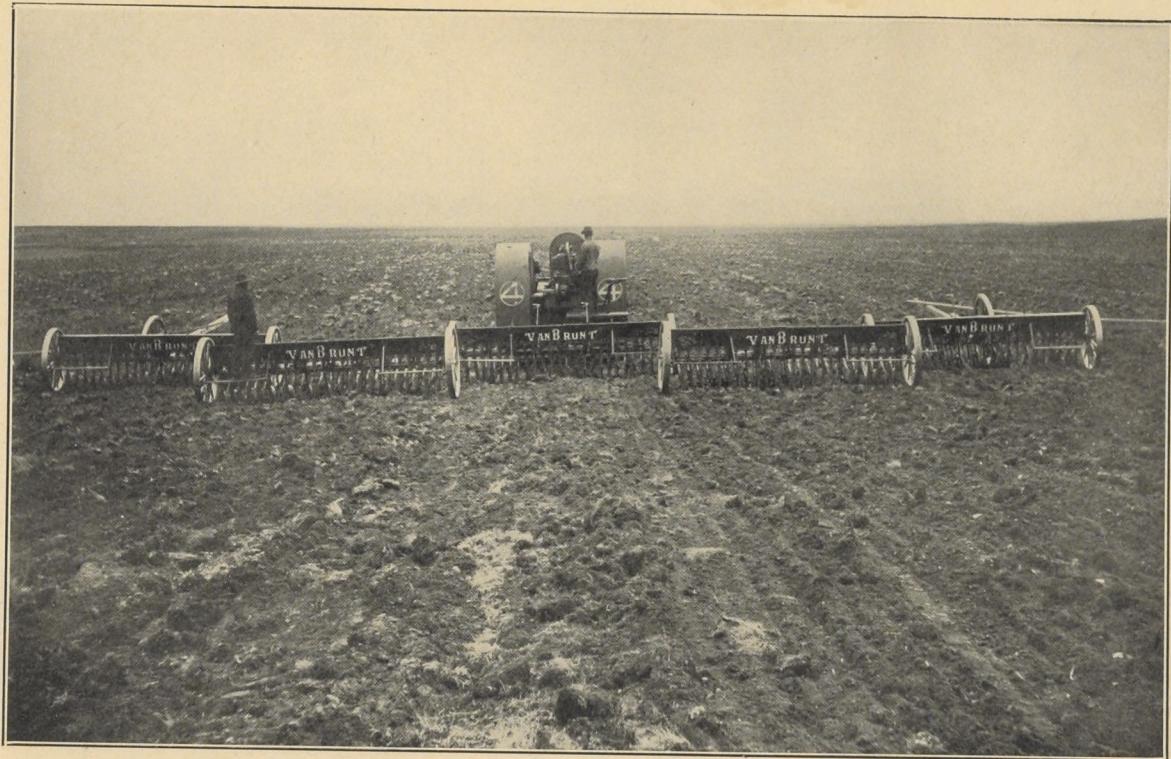


ANOTHER CHARMING RESIDENTIAL GLIMPSE
This was prairie two years ago.

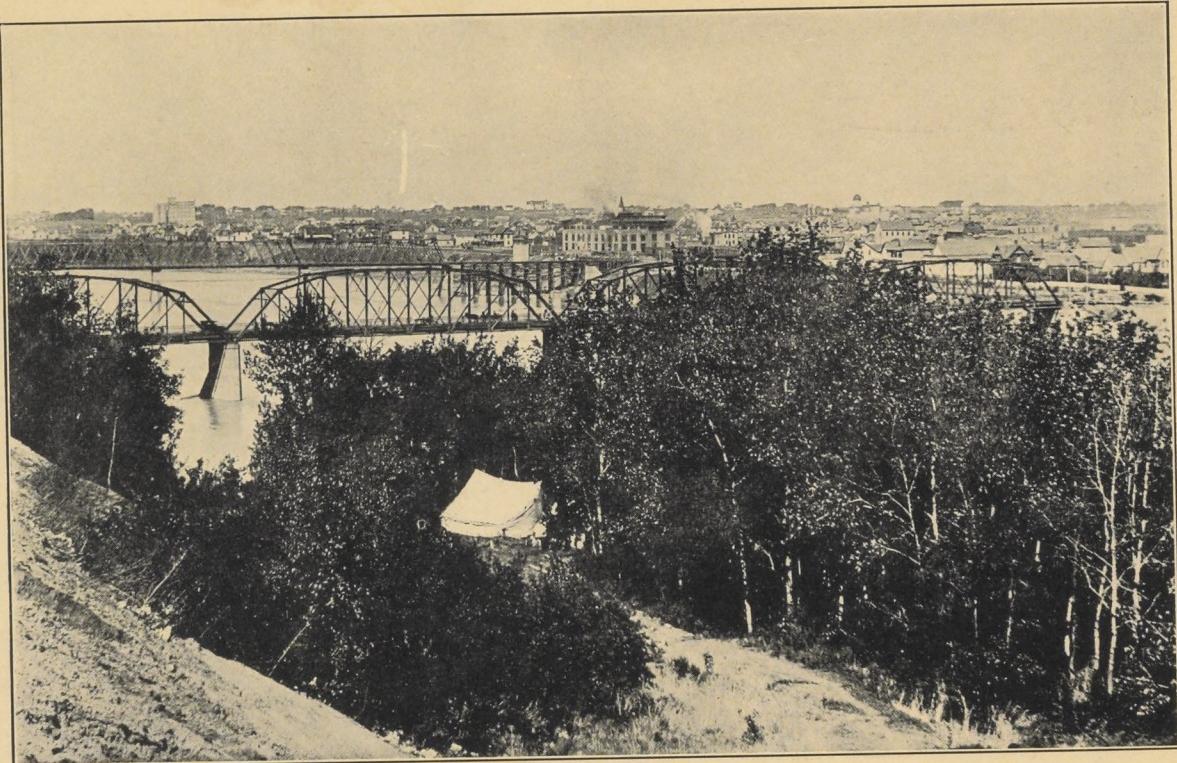


ANOTHER CORNER OF SASKATOON'S WHOLESALE SECTION WHERE AN ALMOST INCREDIBLE
VOLUME OF BUSINESS IS HANDLED

Saskatoon's Wholesale Distributing business is the second largest in the three Prairie Provinces, being exceeded by Winnipeg alone.



How the Engine Simplifies and facilitates Seeding and all other operations and enables the better handling of far more work at far less cost



PORTION OF CITY
Viewed from east side, just north of Traffic Bridge

